

### REMARKS

In response to the action of July 9, 2010, Applicant asks that all claims be allowed in view of the amendments to the claims and the following remarks. Claims 1-49 are currently pending, of which claims 1, 9, 17, 25, 33, 41, and 49 are independent. Claims 9, 17, 33, 41, and 49 have been amended, and claims 1-8 and 25-32 have been withdrawn. Support for the amendments is found, for example, on page 19, lines 1-5. No new matter has been introduced.

### Interview

Applicant wishes to thank Examiner Brandenburg for the courtesy of an interview conducted on December 9, 2010. During the interview, the Office indicated that the functionality of the proposed amendment would overcome the rejection of record. However, the Office indicated that further consideration may be required.

### § 103 Rejection

Claims 9-24 and 33-49 have been rejected as being unpatentable over Blaser (U.S. Patent No. 6,757,661) et al. in view of Jacob et al (U.S. Publication No. 2002/0161633). Applicant submits that Blaser and Jacob fail to describe or suggest the limitations of the amended independent claims. For example, claim 9 has been amended to recite, *inter alia*, “receiving, using the host and at a local time for the host, from a remote computer local time of interest information associated with a request from the remote computer, wherein the local time of interest information from the remote computer varies with the local time of interest information for the host.”

The Office Action recognizes that Blaser fails to describe or suggest these limitations, noting:

Blaser does not explicitly disclose

wherein the local time of interest information from the remote computer varies with the local time of interest information for the host;

accessing, using the host, an ad associated with local time of interest price information, the local time of interest price information indicating a price for an ad in association with a local time for a remote system perceiving the ad;

Instead, the Office turns to Blaser's general discussion of scheduling advertisements. See Office Action, page 6. However, as recognized in the Office Action, Blaser is entirely silent about receiving, using the host and at a local time for the host, from a remote computer local time of interest information associated with a request from the remote computer, as required by amended independent claim 9.

The Office Action also turns to Jacob and the disclosure of location to target advertisements to specific users. See, e.g., page 7 (discussing the use of location to advertise to users for Jane's Pancake house). However, irrespective of however Jacob describes advertisements are targeted based on location, Jacob also fails to describe or suggest, "receiving, using the host and at a local time for the host, from a remote computer local time of interest information associated with a request from the remote computer," as required by amended independent claim 9.

Accordingly, withdrawal of the rejection of independent claim 9 and its dependent claims is respectfully requested. Independent claims 17, 33, 41, and 49 also have been amended and are believed to be allowable for at least the same reasons set forth above.

**Conclusion**

It is believed that all of the pending issues have been addressed. However, the absence of a reply to a specific rejection, issue or comment does not signify agreement with or concession of that rejection, issue or comment. In addition, because the arguments made above may not be exhaustive, there may be reasons for patentability of any or all pending claims (or other claims) that have not been expressed. Finally, nothing in this reply should be construed as an intent to concede any issue with regard to any claim, except as specifically stated in this reply, and the amendment of any claim does not necessarily signify concession of unpatentability of the claim prior to its amendment.

Applicants submit that all claims are in condition for allowance. Please apply any charges or credits to deposit account 06-1050.

Respectfully submitted,

12/09/2010  
Date: \_\_\_\_\_

/Thomas A. Rozylowicz/

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Thomas A. Rozylowicz  
Reg. No. 50,620

Customer Number 26192  
Fish & Richardson P.C.  
Telephone: (202) 783-5070  
Facsimile: (877) 769-7945